

SENATE JOINT RESOLUTION 425
By Cohen

A RESOLUTION to honor the memory of Mr. M.E. "Mori" Greiner
of Memphis.

WHEREAS, it was with great sadness and a profound sense of loss that the members of this General Assembly and the citizens of our state learned of the death of Mr. M.E. "Mori" Greiner; and

WHEREAS, Mr. Greiner was a distinguished citizen of the state of Tennessee who was very dedicated to his profession, community and family; and

WHEREAS, Mori Greiner served with alacrity as vice president and director of Scripps Howard Broadcasting and as general manager of WMC radio and television stations in Memphis; and

WHEREAS, Mori Greiner was respected in the TV industry as the man who single-handedly moved Memphis television in the early 1960s into the 20th Century of technology and broadcasting philosophy; and

WHEREAS, formerly of Kansas City, Mr. Greiner came to Memphis in 1964 as assistant general manager of the WMC stations, and was named manager in 1966; and

WHEREAS, described as an unassuming, low-key and insular person whose quiet nature was a veneer for the "classy" man beneath, Mori Greiner was an unremitting supporter of the arts, the University of Memphis and Tiger basketball; and

WHEREAS, Mr. Greiner played a decisive role in race relations in the aftermath of Dr. Martin Luther King, Jr.'s murder in 1968, standing firm in his convictions in the face of adversity for the good of all people; and

WHEREAS, following Dr. King's murder, Mori Greiner began airing a program called *40 Percent Speak* as a healing device to give blacks a forum to discuss their concerns about the community; and

WHEREAS, NAACP Director Dr. Benjamin Hooks described Mr. Greiner as someone who was "ahead of his time, never one to bring a lot of fuss or put a spotlight on himself. He just quietly and persistently kept moving forward"; and

WHEREAS, he and Dr. Hooks planned and implemented a service group for the black community called "Frontiers". Similar to the Rotary and Kiwanis clubs, the program has been extended to 50-60 cities; and

WHEREAS, Mr. Greiner served with acumen on the executive board of the Memphis branch of the NAACP and was a chairman of the third annual NAACP Freedom Fund Dinner in Memphis; and

WHEREAS, he also contributed his time and considerable talents as president of Greater Memphis State, Inc., an academic support group; as president of United Way of Greater Memphis; and as chairman of the board of the Memphis College of Art; and

WHEREAS, the legacy Mori Greiner leaves behind will be long remembered and treasured by friends and associates for many years to come; and

WHEREAS, he enjoyed the loving companionship of his wife and was the proud parent of one son; and

WHEREAS, it is appropriate that this legislative body pause in its deliberations to remember the exemplary life of this fine Tennessean; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE NINETY-NINTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, That we honor the memory of Mr. M.E. "Mori" Greiner, remembering with admiration his strong character and many selfless contributions to the Memphis community.

BE IT FURTHER RESOLVED, That we express our deepest sympathy to the family and friends of Mr. Greiner.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.

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